

A new magazine about shopping!

Spring/Summer 2015

# FASHION

From the makers of  
**woman**

## 226 HIGH STREET HEROES

\* Modern not mutton occasionwear

\* Stylish heels you can walk in

\* The bag of the season  
for just £40

**THICK OR  
THIN HAIR?**  
We've got the  
styles that work

ANTI-AGE  
YOUR  
MAKE-UP  
ROUTINE

The 10 products to rave about

Still

# SUPER!

No to Botox, yes to skinny jeans...  
Twiggy keeps it real

Affordable style for women not girls - go shop ladies!





wallis



# EDITOR'S NOTE

*What is important in a dress is the woman who is wearing it – Yves Saint Laurent*

*Do you ever wonder who made up the fashion rules? Did a blue-rinsed world leader in sensible shoes issue a decree that you can't wear a mini skirt over the age of 30 and that blue and green should never be seen? Thankfully, fashion lovers are ripping up the rulebook with the help of pioneers like our cover star Twiggy, who's been modelling for nearly 50 years, and fashion commentator Caryn Franklin who believes the only rule is to stick to what suits you. There's more of her empowering advice on page 38. These women have always loved clothes and will keep working a good look whatever their age. We like their style!*



Editor Kath (right) with Fashion Director Caroline

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## TOP OF OUR LUST LIST

Jacket, £60,  
sizes 6-18,  
River Island



Shirt dress,  
£85, sizes 8-16,  
People Tree  
(Peopletree.co.uk)



Earrings,  
£60, J Crew  
(Net-a-porter.com)



Dress, £110,  
sizes 6-18, Jaeger  
(Jaeger.co.uk)



Shoes, £120,  
Topshop



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## CONTRIBUTORS



### TWIGGY

*Shot exclusively for us by Joe Montezinos (pictured left), Twiggy started modelling at just 16, becoming the face of the '60s. Today, the original supermodel is the epitome of ageless style.*



### OLIVIA GRAHAM

*US fashion photographer Olivia flew to Lisbon to shoot 'Summer of Love' and she adored the city. She says, 'I loved Lisbon. It offers so many different styles of architecture and vibes.'*



### DENNIS PEDERSEN

*Dennis has been creating innovative still-life images for more than 20 years. He shot our pick of the best anti-ageing buys – starring the adorable bunny Dash – on page 80.*



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# THE ONE we love

## Object of desire

Hand-embellished beading and sequins make these fancy flats the ones we'll be picking for summer parties. Choose from navy or pink – get yours now before they sell out!

Shoes, £99, Boden

Words and styling: *Sharna Newton*  
Photography: *Pixeleyes*







Vest  
£24

# EVANS

Sizes 14—32 · EVANS.CO.UK

Order before 7pm for next day delivery or collect from store



# WARDROBE MAKERS

All you need to know for your most stylish summer yet

Words: Victoria Moss

## THE KIMONO IS YOUR PERFECT COVER-UP

Don't know what to wear over your favourite frock once the sun sets? The kimono jacket is a key shape, combining avant-garde cool and a flattering cut (arms covered, waist highlighted – result). Try Debenhams for a piece to emulate Marni.

MARNI S/S15



£32, sizes 8-20, Red Herring at Debenhams

GUCCI S/S15



£40, sizes 6-16, Oasis



£110, sizes 6-16, Oasis

£79, sizes 8-20, Debenhams



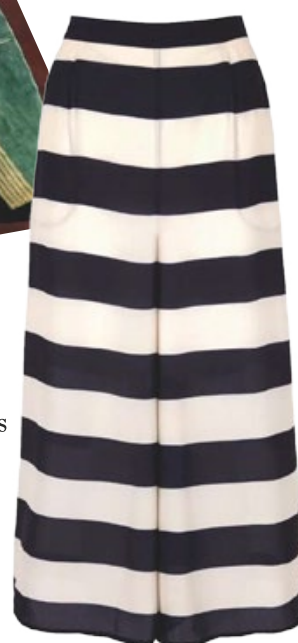
£80, sizes 6-18, River Island



£110, East

## EASILY SUEDE

The '70s mood prevails this season, so opt for suede, the era's material of choice, as seen at Gucci. Jackets, shoes, dresses: you name it, designers have done it. A worthwhile treat if you're after an investment buy.



## YES, YOU CAN WEAR CULOTTES

Not convinced by culottes? Think of them as a cropped, wide-leg trouser, perfect for the office. Pair with a fitted tunic top (see Tod's for inspiration).



TOD'S S/S15

## BE BRAVE IN PLATFORMS

No self-respecting '70s revival would be complete without a stonking pair of platforms to team with some flares. Embrace the spirit with a serious hike-up.



£50, Topshop



5

**NOCTURNE**

This London-based label is undergoing a bit of a rebirth. Their statement jewellery will give your big-occasion outfits stand-out power. One to add to your wish list.



£222, Nocturne

**YOUR SUMMER MUSE**

May we suggest '70s icon Bianca Jagger (below left) for inspiration? Take that mix of heady glamour and mannish tailoring and make it your own.



Jacket, £39.99, trousers, £49.99, sizes 6-18, H&M



£56, Topshop

**GLADIATOR SANDALS**

Fancy a pair that lace up to your knees? Or just to cocoon your feet? The style has re-emerged as a holiday wardrobe essential.



£95, Carvela at Kurt Geiger



ALTUZARRA S/S15

**RIVIERA - AGAIN!**

For this season's stripes, the look is more sitting looking at the dock rather than being on board. (There is a difference.) Altuzarra's vertical stripes offer a fresh take, and Sienna Miller (right) mixes hers.

9

**FLIRT WITH FLARES**

Plump for high-waisted jeans with a tailored flare - they're super-flattering. Wear with a cotton blouse for easy weekend style. Once you try a pair, you won't go back.

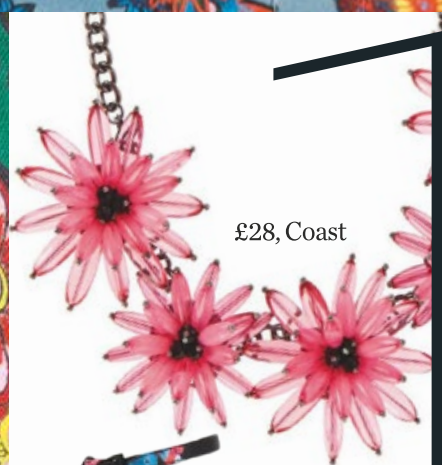


**SPLURGE**  
£255, 24-33 waist, Stella McCartney

**SAVE**  
£28, sizes 6-18, Next

CHANEL S/S15





£28, Coast



£42, Asos



£179, sizes 6-22, Boden



£39, sizes 8-22, M&Co



HOUSE OF HOLLAND S/S15

### BIG AND BRIGHT BLOOMS

Who doesn't love something bright and bloomy? Look for statement flowers – be inspired by House Of Holland's kitsch *Scooby Doo*-esque prints (perfect for giving off a fun, retro vibe).



£115, G-Star Raw

### EVERYTHING IN DENIM

After Chloé, Louis Vuitton and Prada showed high-fashion versions of the humble fabric, denim is having a major style moment. Seek out tailored items (jackets, pencil skirts and smartly cut shirts) for uptown chic.

£95, sizes 4-16, Whistles



MARC JACOBS S/S15

### STAND TO ATTENTION

Thanks to Marc Jacobs, military is in the frame again, so hunt down high-street homages. A simple khaki jacket goes with everything.

### THE A-LINE SKIRT

If you're no fan of shorter hemlines you're in luck – a below-the-knee A-line skirt is the shape of S/S15. M&S has come up with the high street's definitive version – bag one before it sells out.



£45, sizes 8-20, M&S

£85, sizes 6-18, Coast



# the Confidence



# MASTEE

*Most of us have that inner voice telling us we're not good enough. So how can you  
has learnt a few tricks and guess what – none of them*



From left: Helen Mirren, 69,  
Julia Roberts, 47, and Meryl  
Streep, 65, refuse to be ignored!

## 1 GET YOURSELF OUT OF A HAIR RUT

'If you've had the same hairstyle for more than five years, then it's time to change it,' says Laura Meredith, hair expert at online store Hairtrade.com. 'Confidence can come from doing something daring and completely transforming your style. Outfits look different, you can feel like a new person, and other people will see you in a totally different light.'

## 2 ADOPT THE 80/20 WAY OF LIFE

'Eating 80% healthily and 20% of what you fancy is the best approach when it comes to feeling great about your body,' believes weight-loss expert Steve Miller (Yourweightlossmaster.com). 'That way, you are in control of your body and don't have to stick to rigid diets.' I follow this approach myself. Eating healthily has become so embedded in my consciousness, it feels entirely normal now – but I never deny myself the odd treat.

## 3 MAKE A 'YES' RESOLUTION

I'm quite a shy person inside, prone to bouts of self-criticism. But when I turned 50 last year, I decided to focus on the positive – which meant saying yes to every opportunity that came my way. That meant saying yes when my husband urged me to throw a huge party. I've also said yes to fundraising and running the Edinburgh Marathon – even though it scares the life out of me. 'It's easy to become comfortable and complacent,' says Steve Miller, 'but life is about taking risks. If you do something you never thought you'd be capable of doing, your confidence rockets.'

## 4 PUT YOURSELF OUT THERE

'Everyone suffers from moments of self-doubt,' says TV presenter Sarah Beeny, founder of dating site Mysinglefriend.com, 'Whether it's an interview or a first date, we worry that we won't seem intelligent, attractive or funny



From far left: Carol Vorderman, 54, Amanda Holden, 44, and Patricia Arquette, 47, are comfortable in their own skin



# REAL CLASS

*ignore it? Fiona Gibson  
involve losing weight or spending a fortune...*

enough. But the biggest hurdle to success is usually in our own minds. Don't be a shrinking violet – just put yourself out there.' Sarah's mantra? 'Never regret the things you do, just the things you don't do.'

## 5 LOVE YOUR CURVES

Having what my mum always called 'childbearing hips', I've learnt to swerve away from gathered or pleated waists. Anything that adds bulk is a no-no. However, that's my sole fashion rule. I don't believe in choosing certain styles to 'minimise faults' – it's far too confidence-crushing. I'm always inspired by *Mad Men* bombshell Christina Hendricks, who believes in celebrating her natural body shape. She says: 'The first time I went to Italy I was having cappuccinos every day and I gained 15 pounds. And I felt gorgeous! I would take my clothes off in front of the mirror and be like, "Oh, I look like a woman". I felt beautiful, and I never tried to lose it, because I loved it.'

Personally, while I love being able to pull on my skinny jeans, dropping too many pounds makes me look older, and exhausted. And nothing is surer to kill confidence than a friend pulling a concerned face and saying, 'You look tired!'

## 6 INVEST IN A CONFIDENT COAT

When it's coat weather for much of the year, a style you love to distraction is one of the best fashion investments you'll ever make. My favourite is a '60s-inspired swing shape I snapped up in the Whistles sale two years ago. It makes me feel instantly fashionable and pulled together. Life is too short for a dreary coat!

## 7 REHEARSE THAT SCARY SITUATION

'Whenever I have a situation or event coming up that makes me feel nervous or stressed, I visualise it in my mind going really well,' says life coach

Heather Bestel ([Heatherbestel.com](http://Heatherbestel.com)). 'I picture myself coping with confidence and being calm and happy. I might do this the night before the event, so I'm mentally rehearsing the situation, even when I'm sleeping. If something is particularly scary then I visualise myself after it too, feeling relieved, at peace and happy that I got through it.' Recently, I had to attend an intimidating meeting with six health professionals, regarding the care of my mum, who has Alzheimer's. I tried Heather's tip, picturing myself being calm and self-assured. The meeting went better than I could have possibly hoped, and I walked out feeling really proud at how I'd handled it.

## 8 CUT IN A FRINGE

I love a fringe. I never give that vertical crevice between my brows a second thought because I don't see it under my handy canopy of hair. Sali Hughes, author of *Pretty Honest: The* ➔



*Straight-Talking Beauty Companion* (4th Estate, £22) agrees: 'Fringes are youthful, cute and are easily the most effective alternative to Botox on forehead lines. Ten minutes at the hairdresser's – never cut one in yourself – and they're hidden from view.'

## 9 LET GO OF PERFECTION

With my short legs and sizeable nose (school nickname: Concorde!) I've never aspired to a modelly kind of attractiveness. I love Kate Winslet's self-acceptance: 'I want to be as healthy as I can be,' she says, 'and I want to have as much fun as I can have. I want to be around for my children. That's it. Those are the priorities. Not getting a flat stomach.'

## 10 WHY NOT GO NATURAL?

If you regularly colour your hair to cover the grey, it might be worth considering a different approach. 'I've let my hair be its natural grey colour recently,' says Adele Mitchell, a fashion and beauty editor who blogs at Adelemitchell.com. 'It took two years to grow out the dye, but I'm so glad I went through with it. I think the natural colour is far more flattering.' Adele has also opted for a new Sienna Miller-style choppy boho bob, and invested in a fabulous red lipstick to wear with it. 'There's no mistaking the fact that my grey hair is a style statement,' she adds, 'and that feels really empowering.'

## 11 ACTIVATE YOUR SHY DETECTOR

Like most of us, I feel pretty intimidated about walking into a crowded event where I'll hardly know anyone. Racing heart, sweaty hands, blotchy neck rash – I'm no stranger to those. However, this technique really helps me: glance around for someone who looks a little shy. Hone in on that person (in a relaxed way – we're not talking a full-on missile attack) and fix on a friendly smile and say hi. It's that easy. The first time I tried this, I got chatting to a woman who, like me, felt pretty lost and alone at the party. We fell into conversation, discovered that we had heaps in common and are still firm friends now, 10 years later.



These glamorous women look totally at ease with themselves. From left: Claudia Winkleman, 43, Michelle Obama, 51, Beyoncé, 33, Kate Winslet, 39, and Miriam González Durantez, 46

Sassy, successful and self-assured. From left: Davina McCall, 47, Amal Clooney, 37, Julianne Moore, 54, Lorraine Kelly, 55, Angelina Jolie, 39, Gillian Anderson, 46, and Karren Brady, 46



**12 BRIGHTEN YOUR SMILE**  
Nothing has a more youth-making effect than whiter teeth, believes India Knight, author of *In Your Prime: Older, Wiser, Happier* (Penguin, £16.99). 'If your teeth weren't great, and are suddenly much improved, people will scour your face in a puzzled-seeming way, trying to fathom out what you've had done,' she says. At around £250, custom-made bleaching trays (made by your dentist) are effective, but not cheap. I've been testing Enlighten Evo-White (a micro-abrasive toothpaste) in the morning, and Enlighten Tooth Serum before bed, and can report a noticeably brightened effect. From Enlightensmiles.com, approx £12 each.

**13 A LITTLE MAKE-UP GOES A LONG WAY**  
It might sound a little bit bonkers, but I like to wear make-up for walking the dog. He doesn't notice, but I do: a touch of Mac BB cream, a slick of sheer Clinique lipstick and a sweep of pinkish Body Shop blusher and I feel brighter, happier and more on top of life. I feel like me, but improved. Beauty expert Sali Hughes puts it this way: 'I strongly believe that all women, without exception, look better with beauty products. Not a Jordan-esque faceful, or pillowy cheeks stuffed full of fillers, but some – whether it's a little tinted moisturiser and mascara, or a swooshy eyeliner and red lips.'

**14 NEVER FORGET YOURSELF**  
We all have demands on our time, but giving too much of ourselves can make us believe we're not worthy of any attention. I felt this way when my children were small. I stopped bothering about what I wore, abandoned my make-up bag and had my hair cut about once a year. 'Be healthily selfish,' says Steve Miller. 'We can get caught up looking after loved ones, so the time we should spend on ourselves gets neglected. It's OK to spend time thinking about what you want to do and plan it out.' For me, my daily hour-long walk or run – with my collie cross, Jack, for company – is my time. It reminds me that I matter, too, which is morale-boosting. And Jack loves it, too!



At the top of their game. Clockwise, from left: Sharon Stone, 57, Sarah Jessica Parker, 50, Cameron Diaz, 42, Christina Hendricks, 39, Oprah Winfrey, 61, Sienna Miller, 33, and HM Queen Elizabeth, 88



WALLIS.CO.UK



Wallis



# THE ONE

*we love*

## Object of desire

In search of the ultimate dream dress to make you look and feel sensational? Slip into this flared floral number and you'll be the best dressed guest at any summer event thrown your way.

Dress, £95, sizes 4-18, Asos

Words and styling: *Rachel Bassett*  
Photography: *Pixeleyes*







## MAKE YOUR MARK

We're seeing double as print-on-print gets a sporty spin. Be ready for action in matching silky separates with grab-and-go accessories. The power colour couple to be reckoned with? Red and black.

Top, £98, sizes 8-14, Jigsaw  
Trousers, £120, sizes 8-14, Jigsaw  
Bag, £22.99, New Look  
Shoes, £39.50, Red Herring at Debenhams  
Earrings, £7.50, Allusions at Bhs

# 10 NEW LOOKS THAT WORK

*Give your wardrobe just the update it needs with styling tips and tricks for the grown-up way to wear this season's trends*

Fashion Director: Caroline Baxter





### GET WAISTED

---

Welcome back the wide belt for the ultimate simple-to-statement outfit game-changer. Worn over '70s suede and a colour splash, there are two steps to transformation: supersize your belt, then cinch in.

Jacket, £125, sizes 6-16, Cos  
Top, £25, sizes xs-l, Cos  
Skirt, £95, sizes 4-16, Topshop  
Belt, £20, Oasis





### CLOTTED CREAM

---

Oatmeal, sand or taupe, spring's cream palette feels organic and pure, but a new take on texture means it's tougher than it looks. Hessian fabrics, frayed raw edges and monastic weaves give vanilla a new lease of life.

Top, £29.99, sizes xs-l, Zara  
Skirt, £39.99, sizes xs-l, Zara  
Necklace, £29, Cos



## POLO CLUB

---

Polo shirts and tennis pleats are served up for a modern-day PE kit we only wish we wore on our school sports day.

Button up in Fred Perry, lace up in formal flats and slip into preppy socks for a flirty retro revival.

Top, £55, sizes 6-16, Fred Perry

Skirt, £55, sizes 4-16, Topshop

Shoes, £79, Jones Bootmaker

Socks, £5, Cos

Sunglasses, £15, Topshop





## TURN IT UP

---

Jeans get a wake-up call with chunky turn-ups and patchwork in a medley of worn-in washes. Let mirrored brogues elevate double denim from casual to cool and add '80s-style accessories to up the fun factor.

Shirt, £28, sizes 6-24, Debenhams

Jeans, £59, sizes 6-16, Esprit

Hat, £110, Christy's

Shoes, £32, Topshop

Bag, £89, Cos





## RISE AND SHINE

---

Add a citrus squeeze of lemon to uniform tailoring for high-octane brights. Asymmetric skirts and structured T-shirts are just the sharp pieces you need to nail colour-blocking.

Jacket, £20, sizes 6-28, George at Asda  
Top, £39.50, sizes 6-22, Autograph at M&S  
Skirt, £45, sizes 6-22, Next  
Necklace, £29, Cos  
Bag, £30, Dorothy Perkins



A woman with long blonde hair and pink eye makeup is posing in a tropical print shirt dress. The dress features a bold pattern of red, white, and black leaves and flowers. It has a wrap-style front with a tie belt, short sleeves with ruffled cuffs, and a high slit on the left side. She is holding a purple leather bag in her left hand and has her right hand raised to her hair. She is wearing black and red sandals with white soles.

## GETTING SHIRTY

Free-spirited and effortless, the printed maxi stays eternally in bloom. This season, the shirtdress hybrid reigns supreme, with undone buttons lending themselves to the ultimate '70s laid-back look. Leather sandals and modern metallics give romance an energetic edge.

Dress, £60, sizes 8-20, Wallis  
Shoes, £58, Topshop  
Bag, £24.99, New Look  
Earrings, £6.50, Wallis  
Necklace, £15, Accessorize  
Ring, £6.50, Wallis





### NIP AND TUCK

---

A shrunken city shirt and neon yellow lace make for a lively culture clash. Marry formal and fun together with a statement belt, staying tucked in at all times.

Shirt, £29.95, sizes 6-18, TM Lewin

Skirt, £75, sizes 4-16, Topshop

Shoes, £70, Miss KG

Belt, £15, Finery (Finerylondon.com)

Earrings, £7.50, Allusions at Bhs



## SHAPE SHIFTERS

---

Take note of the new minimal: fluid lines, clean cuts and longer lengths. the longline jacket serves as your go-to cover-up and culottes become the staple piece to pull off fuss-free fashion.

Jacket, £68, sizes 4-16, Topshop

Top (just seen), £29.99, sizes 6-14, Mango

Culottes, £35, sizes 8-24, M&S

Shoes, £26, Topshop

Earrings, £6.50, Dorothy Perkins





## HELLO, SAILOR!

Ahoy there to the new nautical! A mix of tailored separates, fresh stripes (not a Breton top in sight) and classy colours means the blue, red and white of yesteryear have been thrown overboard. Choose camel, structured shapes and brass buttons.

Jacket, £59.99, sizes xs-l, Zara  
Top, £29.99, sizes xs-l, Zara  
Trousers, £49.50, sizes 8-24,  
Autograph at M&S



Dress, £55,  
fascinator, £15,  
shoes, £15, bag, £16,  
earrings, £4,  
ring, £5

# The MAIN EVENT

*Big day in the diary? Look  
no further than BHS for  
an outfit to 'wow' at  
any occasion*

Fashion Director: *Caroline Baxter*





Update your look in an instant by popping on a chic collarless jacket over your dress.

Dress, £55,  
jacket, £35,  
shoes, £15,  
bag, £12,  
earrings, £4,  
ring, £5



In-store and online  
now at [bhs.co.uk](http://bhs.co.uk)

For stockist details,  
call 0344 411 6000

Add a touch of grown-up glamour with lace detailing.  
Dress, £49, jacket, £35, bag, £16, necklace, £15, earrings, £4, ring, £4



Mix blush-pink tones  
with white accessories for  
an on-trend colour combo.

Dress, £55,  
jacket, £35,  
shoes, £30, bag, £12,  
sunglasses, £5,  
earrings, £5, ring, £5



Oriental florals  
are perfect for  
a more subtle,  
stylish look.

Dress, £45,  
earrings, £3,  
bag, £8,  
necklace, £18.50,  
ring, £5



Jacket, £65, River Island,  
dress, £59, Twiggy at  
M&S, necklace, £15,  
Daisy And Eve at Evans,  
bracelet, £12.50,  
and earrings, £7, Wallis





# KEEPING IT REAL

*It's nearly 50 years since fashion icon Twiggy was discovered,  
but she's not about to slow down yet...*

Words: Helen Stuart Photographer: Joe Montezinos  
Fashion Director: Caroline Baxter





**N**ewsflash: supermodels really do eat. Or at the very least, the original supermodel does. Over a lunch of broccoli soup, avocado and tomato salad and two bread rolls – yes, this lady eats carbs – Twiggy, the iconic face of the '60s, chats to us about modelling, style and why she'll never have Botox. Twiggy, real name Lesley Lawson, is 65 and lives with her husband Leigh in London. Here, she tells us why age ain't nothing but a number...

**'There's nothing you can do about getting older. You've just got to accept it.** It's no good locking yourself away in a room and crying on your birthday! There are two things that are always going to happen: you're going to be born and you're going to die. Worrying or moaning about getting older is pointless.'

**'To tell the truth, I don't feel much different to how I felt in my late 30s or early 40s.** I was quite timid and easily intimidated in my teens and 20s, but I became comfortable with myself as I got older. It's very different to be in your 60s now. When I was born in 1949, my mum and her friends wouldn't have dreamt of going to work. That attitude has completely changed now, as has the idea that you need to retire at a certain age and slow down.'

**'Doing things you love keeps you alive and vibrant.** I've always been lucky because I started as a model in my teens, then through meeting the wonderful director Ken Russell, I began my acting career at 20. Ken cast me as the lead in *The Boy Friend*, and I went on to star in the Broadway musical *My One And Only*. I've also made albums – a couple of years ago I recorded a collection of period and '60s songs called *Romantically Yours*. Singing keeps me young! Now I'm in my 60s and a whole new world has opened up to me through designing my own online clothing collection at M&S.'

**'Next year, it will be 50 years since I was discovered.** I don't think about what my life would be like if I hadn't been in the right place at the right time. Back then I wouldn't have even dreamt of becoming a model because I didn't look like one. What I'd planned was to try and get into art school to study fashion design, which is ironic. I've come full circle!'

**'Fashion should be for everyone, at any age and any price range.** I get letters from ladies who've grown up with me, and it's lovely because they say not only did they buy my

jacket, but their 26-year-old daughter did, too. I hate when people say you can't wear something over a certain age, but even I would probably draw the line at people over the age of 20 wearing hot pants.'

**'It makes me crazy when people say you have to cut your hair short once you hit 50.** I saw a woman the other day in her late 70s with silver hair down to her waist. I thought, 'Good on you, girl!' I was flattered when L'Oréal approached me for their Professionnel hair colour campaign when they could have chosen someone younger. Daniel Galvin turned me blonde in 1966 and I've never looked back! I can't imagine not having blonde hair, and you know what they say... blondes have more fun. Is it true? Well, that would be telling!'

*'I am totally against*

**'I do love my food and I always have.** Even though I was skinny when I was younger, I would eat and eat to try and put on weight. As I've got older my metabolism has changed, but I've got so many friends who've done diets and I don't think they work. If I had to cut out the things I love, I'd just spend all day thinking about it. I have two squares of Green & Black's chocolate every night after dinner as a treat instead of denying myself completely.'

**'Skinny jeans are my passion, it's just how I feel comfortable and they're a key item in my range.** It's funny that I was famous for wearing mini skirts, because I always liked the androgynous look. I got men's suits tailored to my proportions and men's brogues in my size from Savile Row in the '60s. Why should men have all the comfort? I don't know anyone who can wear a pair of high heels for longer than three hours and be comfortable. They're lying!'

**'I haven't had any cosmetic surgery – yet. I'm not saying I never would, but at the moment, I don't feel I need to.** But I am totally against Botox. Firstly, it's poisonous – I don't want botulism in my body thank you very much! Secondly, we don't know the long-term effects. Doctors say it disappears in the body, but where? And I don't like what it does to people's faces.'

**'That iconic image of me from the '60s never goes away, because everywhere you go in the world, there's a pillow, a handbag, or a painting of that face.** She's like my little friend who sits on my shoulder and never goes away. But I'm not haunted by her at all. Good on her, with her skinny legs, spiky eyelashes and all. She did good!'



*Botox. I don't like what it does to people's faces'*



Jacket, £39.50, sizes 8-24, Twiggy for M&S, top, £9.99, sizes s-l, Intimissimi (Uk.intimissimi.com), jeans, £25, sizes 8-24, Twiggy for M&S, shoes, £49.99, Zara, rings (left), Grasilver.com, and (right) £15, Accessorize, bracelet, £7, Allusions at Bhs, earrings and necklace, Twiggy's own





BALENCIAGA S/S15

## FITTED

Fancy a sleek, sophisticated look? Try a figure-hugging style but don't forget your shapewear to create a streamlined silhouette.



£129, sizes xs-l, Gorgeous Couture (Gorgeouscouture.com)



£140, sizes 6-20, Phase Eight



£179, sizes 8-14, Jigsaw



£140, sizes 4-16, Whistles



£35, Whistles



£32, Début at Debenhams

## ADD THESE...



£39.99, Zara

# THE 2015

*With so many styles to choose from, we thought we'd help.*

## FIT & FLARE

This style is great for pear shapes, but if you have a slim build, choose a belted frock and fake some curves!



£45, sizes 8-20, & Other Stories



£115, sizes 6-18, Coast



£65, sizes 8-16, Vestry (Vestryonline.com)



£119, sizes 8-18, Hobbs



£50, Coast

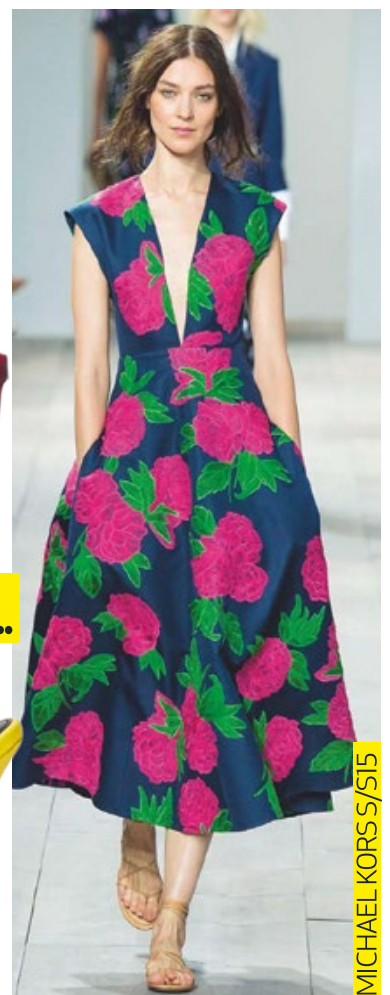


£39, & Other Stories

## ADD THESE...



£65, Miss KG



MICHAEL KORS S/S15



£24.99, H&M

ADD THESE...

£34.99, sizes 8-18, H&M

£120,  
Ted Baker

£99, Karen Millen

## DROP HEM

A drop-waist dress with a fluted hem will skim rather than cling and give shape in all the right places.

£89, sizes 8-18, Phase Eight

£160, sizes 6-16, Karen Millen

£45, sizes 8-20, & Other Stories

# DRESS CODE

Whatever the event or your shape, you'll feel fashion confident in one of these...

## TUNIC

Cut for a looser fit, this is the ideal option if you're conscious of your middle.

£149, sizes 8-22, Monsoon

£50, sizes 12-32, Simply Be

£75, sizes 6-24, Next

£65, sizes 6-24, Next

£18, Coast

ADD THESE...

£10, Primark

£35, Red Herring  
at Debenhams



### FLOWER SHOW

Alesha Dixon's flirty floral number is bold and beautiful – it's a yes from us!

### THROUGH THE KEYHOLE

Amanda Holden laughs in the face of ageing and takes the plunge in her racy keyhole halterneck gown. Amazing!

### IN THE LIMELIGHT

Still living up to Carrie Bradshaw's fashionista reputation, SJP contrasts her lilac princess coat with lime-green lace.

### FLASH OF INSPIRATION

Victoria Beckham tastefully flaunts a bit of midriff in one of her own designs. Minimum exposure, maximum effect.

### TWO-TONE TRIUMPH

Ideal for chillier days, Rosamund Pike opts for timelessly chic monochrome in a striped Proenza Schouler sunray skirt, strappy heels and crew neck.

### THE CLASH

Don't be afraid of clashing prints. Diane Kruger looks divine in digital-print Mary Katrantzou.

### THINK PINK

Baby pink grows up in Cate Blanchett's fresh, feminine Fausto Puglisi zip-front frock. Perfect for a spring event.

### TOP OF THE CLASS

She can do demure! A topknot, turtle neck and stunning emerald Christian Siriano skirt shows how J-Lo has mastered uptown chic.

These celebs are giving a masterclass in occasion-appropriate dressing. Look and learn!

WE LOVE HER LOOK!



### DOUBLE CREAM

Echoing Bianca Jagger's iconic wedding outfit, Amal Clooney was elegance personified in Stella McCartney when she married gorgeous George!

### STREETS AHEAD

The *Corrie* cobbles are a distant memory as Michelle Keegan oozes class in a vintage brocade shift. Loving the co-ordinated bag and lippy, too.

### HELLO, PETAL

Blake Lively does ladylike chic in a dreamy '50s silhouette floral Oscar De La Renta gown that enhances her curves.

### COTTON ON

Wise beyond her years, make like Emma Watson and try a grown-up white shirt with a grey maxi skirt.

### IN HER STRIDE

Looking pretty awesome in beaded blue Elie Saab, Julia Roberts proves there's no age limit for parading your pins.

### SHE'S ALL HEART

Cate The Great strikes again in a cornflower-blue heart-print Schiaparelli Couture dress. #FashionCrush

### ICE QUEEN

A pre-bump Keira Knightley shows why pastels are a summer staple. Her ice-blue pleated shirtdress is crisp and oh-so-refreshing.



# Help!

## I'VE GOT NOTHING TO WEAR



*Got a big event? Take Fiona Gibson's advice and get your outfit sorted now*



I don't have that natural style thing. At 50 years old I've accepted that I can't just throw on any old thing and look great. I've had my share of disasters: wearing underwear as outerwear (blame Madonna) and struggling into a mini skirt six weeks after giving birth to twins ('You're very, er, brave wearing that,' spluttered a friend).

My biggest mistake was to never plan properly for a special event. An occasion would loom, and I'd race around the high street, grabbing at anything that looked vaguely OK. That was what I aspired to: looking 'vaguely OK'. Once for a big work event, I snatched a cornflower blue linen jacket, believing the assistant when she said, 'Ooh, it brightens you up.' I know – it made me sound like a shabby old porch. Only at home did I realise the jacket had vertical slashes across the back. So, first rule I learnt: a special occasion outfit should never be bought in a panicky sweat. These days, I always flick through my wardrobe in good time. That way, if nothing is quite right, I have time for a leisurely shop.

When I was younger, I had so little faith in my taste that I'd always hit the shops with a friend. At age 31, when setting out to choose my wedding dress, I asked two friends along (they'd both wanted to 'help'). I was on the hunt for a posh dress – as this was my second wedding, a proper wedding dress didn't feel right – but their tastes clashed, and tensions rose as we schlepped around town.

'I love it!' exclaimed Sarah, when I tried on a long, narrow dress in shimmery red.

'It looks all right from the back,' snorted Elaine. I bought it anyway, proudly showing it off when a neighbour dropped by later. She eyed it with surprise. 'Get married in red, wish yourself dead,' she muttered.

Still, I wore it and felt fabulous on the day – which just goes to show, if you love it, then damn well wear it.

Not that I don't still make mistakes. I'm aware that I tend to veer a tad too short, momentarily forgetting that my thigh-skimming days are probably best left in the past. Until recently I was terribly attached to a shortish black and red flowery dress from Urban Outfitters (note to self: step away from Urban Outfitters! You are not the cool youth of today). But the combination of movement and static causes the flimsy fabric to ride up my thighs, exposing my 60 denier-clad backside. Plus, the buttons have a habit of popping open at the boob region, as if the dress is trying to throw itself off my body.

These days, I tend to play fairly safe. If I have to ask, 'Is this too short for me?' then sadly, it probably is. Ditto too tight or too low

cut. When it comes to special event dressing, no one expects you to be madly on trend. It's more about being occasion-appropriate. For me, a dress is the thing – no tricky putting-together of a top and bottom. Add heels and a clutch bag and you're good to go.

Being a titchy 5ft 3in, I love the confidence that a great pair of heels provides. My pair of the moment are black suede and patent

Mary Janes with a platform from Clarks. When I put them on I walk differently, clip-clopping with purpose.

While the shoes are new, my dress – a body-skimming LBD by LK Bennett – is at least five years old. It cost me £160 but I've

worn it to countless events, including my 50th birthday party. Cost-per-wear, it's worked out far better than the polka dot dress I picked up in Primark for £15 (times worn: none).

It's a thing of genius, the perfect party frock. It never dates and, with a change of hair or a wow pair of earrings, it looks different every time. When I know it's hanging there, dry cleaned and ready for action, then all I need to choose is my nail polish. **Fiona's latest novel, *As Good As It Gets?*, is out now (Avon)**

**'A SPECIAL OCCASION OUTFIT SHOULD NEVER BE BOUGHT IN A PANICKY SWEAT'**



# MODERN CLASSICS

*Add luxe finishing touches to your summer wardrobe with the latest accessories from Marks & Spencer*

Upgrade your saddle bag with a gold zip. £99, Autograph at M&S

Supersize your jewels. £45, Autograph at M&S

Grab a duffle bag. £35, Limited Edition at M&S

Walk on the wild side. £45, Autograph at M&S

Small but perfectly formed. £29.50, M&S Collection

Last the whole day in block heels. £69, Autograph at M&S

**M&S**  
EST. 1884



## ON STYLE

**Woman Fashion:** Would you say there is such a thing as age-appropriate fashion?

**Caryn Franklin:** No! We're all different shapes, sizes, ages and skin tones – instead recognise your strengths. Got great legs? Well, there's no sell-by date on wearing a mini! What is crucial as we mature, is quality and fit.

**WF:** What are the starting blocks of your own personal style?

**CF:** Work with what you were given. I am a monochrome dresser – I even have black and white hair! I enjoy power dressing, tailoring and the avant garde. I wear vintage clothes because I love individuality and always have.

**WF:** How do I find my own signature look?

**CF:** Enhance your strengths, it shouldn't be hard work, it should be the things that you consistently receive compliments on. Your hips or cleavage? Your waist? Try on your favourite outfits and see where the eye is drawn and work out if you are flattering your assets. Proportion is very important – it's elegant to elongate the body, streamline your shape. That may mean wearing an empire line for creating an illusion of longer legs or trying a nipped-in waist to accentuate your bust. The key is to select the best fit, shape, colour, print for your personal style and only buy trend-oriented items if they supply the features you need.

## ON SHOPPING

**WF:** What are the most important measurements I need to know when I shop?

**CF:** The most important measurement is your bra size. A correctly fitted bra gives you the silhouette upon which your style can be built. Your bra should have a tight enough underband to clasp your ribcage and support your cups with comfort.

**WF:** Why's it so hard to shop for bras? The sizing is so confusing. Do you have any tips?

**CF:** Find a brand that works for you and then, because they have a pattern block that fits you, stick with them. You can't always buy without trying on, though. However, if the changing room puts you off, buy a selection of sizes online and try them on at home, knowing that you'll send lots back.

**WF:** What actually is a standard size 10?

**CF:** It doesn't exist. Each retailer has their own version based upon their demographic, so Topshop's sizing will be different to Wallis' sizing, for example. For this reason I've been working with body-mapping company Bodymetrics to create 'Sizing Up Britain – The Future Of Fit'. It's a new initiative that will allow every woman to be body-mapped by standing in a pod where 200 measurements are taken to create your unique profile, which is then downloaded on to your phone through an app. Then, you can shop in selected stores

and style your own wardrobe with ease and confidence. I hope it will be available soon.

**WF:** Is it normal to be one size on the top and one on the bottom?

**CF:** Of course! Many women have been brainwashed by the fashion industry into thinking models have correct and normal proportions. This couldn't be further from the truth. These young and very tall size 8 girls do not represent most consumers! It's important to accept yourself and dress with knowledge and confidence to honour your body and who you are – *that is true beauty.*

**WF:** What are your golden rules for shopping?

**CF:** 1. Know what suits you – always try things on and avoid impulse shopping.  
2. Don't blame your body if something doesn't fit. Move on to the next garment.  
3. Don't be tough on yourself – instead appreciate the unique person you are.

## BODY IMAGE & SHAPE

**WF:** Any tips for swimsuit shopping?

**CF:** I behave like a woman with a plan when I'm swimsuit shopping. I go in with armfuls of styles to try on – if I can only take in five, I'll leave another five outside on the rail. You don't want to have to keep changing in and out of your clothes.

# the Shape of BRITISH WOMEN

*Style guru and advocate of body-shape diversity, Caryn Franklin MBE, shares her wisdom on how we should shop*







I always take my socks off so I can see the line of my leg. Bear in mind that dark panels on the outside of a costume give a streamlining effect and ruffles add volume. Dress comfortably, take wet wipes so you don't get hot and flustered and give yourself a break and enjoy it rather than being in conflict with your body because you think it isn't good enough. Shopping should be fun!

**WF: Likewise, jeans – why is it virtually impossible to buy a flattering pair?**

**CF:** Know which styles flatter you rather than slavishly following trends. We are grown-up women and fashion should be on our terms! You have to become your own fashion expert and use your existing wardrobe as a barometer. I find low-rise jeans flattering, but I know some women who like a high-waisted style.

**WF: Does body shape dictate the trends we should be trying?**

**CF:** Not necessarily. Designers roll out so many trends you're bound to find one thing that works for you with the features you need, like a nipped-waist jacket.

**WF: It seems high fashion ignores those of us who have big boobs. Any advice?**

**CF:** There's no doubt that a vast amount of design is based on a minimal bust shape. When retailers begin to engage with the data from our Sizing Up Britain campaign they'll see the true shape of their customers. For now, get some building blocks like simple jersey tops with scoop or V-necks and embellish with waistcoats, cardigans, single-breasted jackets and jewellery to build up your look. Then, ramp up the trends on other bits of your body – great shoes, fabulous skirts and trousers.

# 'WE ARE GROWN-UP WOMEN AND FASHION SHOULD BE ON OUR TERMS'

**WF: What's the latest colour for this spring?**

**CF:** I love pale blue. It has a springtime feel, but is great for all skin types.

**WF: Cropped pants are on trend, but so are flares. Is there a body type for each?**

**CF:** Of course you can wear both. Fashion directives are not meant to be rules!

**WF: Is there a certain shoe heel that's in?**

**CF:** The block heel is easy to wear and is everywhere this season, as is the Chelsea boot. Let's face it, a high heel is simply what I call a 'limousine' shoe, and not actually designed to take you places.

**WF: What do you consider to be the most defining accessory?**

**CF:** Never underestimate the importance of accessories. But make sure they highlight areas you're happy for the eye to land. Is it the décolletage, the wrists or the waist? And then highlight accordingly. Clothes are just there to embellish your best bits!

## CARYN FRANKLIN: ALWAYS IN FASHION



**1986:** *The Clothes Show* was essential viewing on Sunday teatimes. Caryn (with Jeff Banks, above) used her industry knowledge to co-present the BBC fashion series for 12 years. And who can forget the iconic Pet Shop Boys theme tune?



**2009:** She co-founded All Walks Beyond The Catwalk with Debra Bourne and supermodel Erin O'Connor, an initiative promoting diverse beauty ideals.



**2013:** She received an MBE for services to diversity in the fashion industry, wearing ethical British label Ada Zanditon.

WORDS: JANE DRUKER. PHOTOGRAPHER: CHRIS FLOYD. ALL CARYN'S CLOTHES BY PEOPLE TREE. OTHER PHOTOS: PA IMAGES, REX





# Totally *TROPICAL*

*Introduce some colour into your wardrobe with these fabulous florals from JD Williams*

Fashion Editor: *Paula Moore* Photographer: *Euan Danks*

Hide a multitude of sins with a busy floral design

Dress, £55  
Bag, £26

Available online now  
at [jdwilliams.co.uk](http://jdwilliams.co.uk) or  
call 0871 984 8080  
(calls cost 10p/min plus  
network extras)

JD  
Williams







# SKIRTS vs What's the shape for you?



## THE WRAP SKIRT

Devoted to your eternally flattering pencil skirt? Then the asymmetric wrap is for you. Great at enhancing or creating curves, this update on the classic glides right over a tummy and oozes sex appeal when paired with statement shoes.

## THE TAPERED TROUSER

Push up your pastels with monochrome fringing and super-sculpted heels. If in doubt about what suits your shape, look for the two Ts – tapered and tailored! They'll show off slim ankles, lengthen legs and are easy to dress up or down.





# TROUSERS

*Legs out or covered up, spring's new skirt and trouser shapes aren't just covetable, they're seriously flattering...*

Words and styling: Rachel Bassett  
Photography: 3 Objectives

## THE WIDE STRIDES

Best for skimming over big bottoms or balancing out top-heavy frames, wide white trousers aren't just for cruising around Cannes! Give yours a sporty spin with trainers and tuck in a striped Oxford shirt to show off your waist.



Sunglasses, £32, Asos

Shirt, £26, sizes 6-22, Next

Rings, £6.50 for set, Dorothy Perkins

Jacket, £69.99, sizes xs-xl, Mango

Bag, £29, Accessorize

Trousers, £59.99, sizes xs-l, Mango

Trainers, £65, Adidas



Earrings, £15, Accessorize

Shirt, £35, sizes 8-20, M&S

Bracelet, £65, Whistles

Skirt, £39.99, sizes xs-xl, Zara

Shoes, £59, Faith

Bag, £15, Oasis

## THE PLEATED A-LINE

Hello, new must-have! A cross between the A-line and the fit and flare, this skirt will neatly nip in your waist. Try a buttoned-up blouse with kitten heels for a killer combination.

TURN OVER FOR MORE FIGURE-FIXING  
SKIRTS AND TROUSERS ➔



# SKIRTS THAT FLATTER

*Love ladylike skirts? Go for asymmetric wrap hems or a pleated A-line*



£39.99, sizes 6-18,  
H&M



£70, sizes 4-18,  
Asos



£45, sizes 8-14, Jovonna London  
(Jovonnalondon.com)



£25, sizes 6-22,  
Dorothy Perkins



£45, sizes 4-16,  
Topshop



Jacket, £32,  
top, £40, skirt,  
£80, all sizes 8-18,  
bag, £22, and  
shoes, £35,  
all Dorothy Perkins



£199, sizes 8-18, M&S



£129, sizes 6-16, Ted Baker



£27, sizes 6-16, Glamorous  
(Glamorous.com)



£35, sizes 8-18, M&S



£19.99, sizes 10-28,  
Bonprix (Bonprix.co.uk)



£14, sizes 12-32,  
Simply Be (Simplybe.co.uk)



£22.99, sizes 8-18,  
New Look



£59, sizes 6-22,  
Monsoon



£50, sizes 6-16,  
Topshop



# TROUSERS THAT TRIM

*Take it wide or keep it skinny, your legs will look lovely in any of these*



£40, sizes 4-18, Asos



£40, sizes 8-18, Wallis



£49.99, sizes 6-18, H&M



£28, sizes 8-20, Debenhams



£35.99, sizes xs-xl, Zara



£45, sizes 8-14, Closet Clothing (Closetclothing.co.uk)



£25.99, sizes xs-xl, Zara



£50, sizes 6-16, Wolf & Whistle (Wolfandwhistle.co.uk)



£14, sizes 6-28, George at Asda



£29, sizes 8-22, Very.co.uk



£29.99, sizes 6-20, H&M



£42, sizes 8-20, Debenhams



£20, sizes 6-20, F&F



£20, sizes 8-20, Bhs



Top, £32, trousers, £40, both sizes 8-18, and shoes, £85, all Wallis

TIP  
Keep it tonal  
from head to  
toe in shades  
of stone





# WIN A VIP FASHION WEEKEND

*You and a friend could win a fabulous fashion trip to London courtesy of Evans!*



## VISIT THE V&A

See the amazing Alexander McQueen exhibition



## CHILTERN FIREHOUSE

Spend a night at the hottest hotel in London!

Having won critical acclaim during London Fashion Week S/S15, the Design Collective for Evans features looks from Collection by Evans, along with pieces by designers Giles Deacon, Clements Ribeiro, Hema Kaul, Jamie Wei Huang, Lulu Liu and Vita Gottlieb. Available exclusively at Evans' Marble Arch flagship store and at [evans.co.uk](http://evans.co.uk), the Design Collective for Evans pieces are on sale now.

To celebrate the launch of the Design Collective for Evans, you could win a VIP fashion weekend in London for you and a friend, which includes:

- 1 A fashion-themed Prêt-à-Portea afternoon tea at the Berkeley
- 2 2 tickets to the Alexander McQueen: Savage Beauty exhibition at the V&A
- 3 A night at the fashionista favourite Chiltern Firehouse hotel
- 4 A personal shopping experience at Evans, plus a £500 Evans voucher\*



## AFTERNOON TEA

Indulge in a fashionable tea at the Berkeley. Sweetie darling!

*To enter, simply visit  
[evans.co.uk/fashionVIP](http://evans.co.uk/fashionVIP)*

\*Terms and conditions apply. Please check [evans.co.uk/fashionVIP](http://evans.co.uk/fashionVIP) for full T&Cs

DESIGN  
COLLECTIVE  
for EVANS



# THE ONE we love

## Object of desire

Bag your ideal arm candy now with this graphic tote. It's posh enough for the office yet practical for the weekends too with an added sporty strap.

Bag, £40, River Island

Words and styling: *Rachel Bassett*  
Photography: *Pixeleyes*





# Summer LOVE

*Revert your wardrobe back to the carefree summers  
of the '70s for a luxe hippy look that works now*

Fashion Director: *Caroline Baxter* Photographer: *Olivia Graham*



Dress, £45.99, sizes xs-xl, Zara  
Bag, £75, Butterfly by Matthew  
Williamson at Debenhams  
Hat, £17, Accessorize  
Ring, £54, Ottoman Hands  
(Ottomanhands.com)  
Necklace, £12.50, and earrings, £5,  
Daisy and Eve at Evans  
Long necklace, £9.99, New Look  
Bracelet, £12.50, Dorothy Perkins





## FLOWER POWER

Make a boho poppy print grown up with a midi-length dress. When summer breezes call for a cover-up, just throw on a shaggy cream cardigan.

Dress, £65, sizes 6-18, Oasis  
Cardigan, £39.99, sizes xs-xl, Zara  
Sunglasses, £7.99, New Look  
Ring, £48, and cuff, £38, Ottoman Hands  
(Ottomanhands.com)  
Bangles, £8 for set of 3, Accessorize  
Bag, £58, Next  
Shoes, £39.50, Indigo at M&S



## FAR OUT

So long skinny jeans, bye bye baggy boyfriends! Make friends with the flare – the only style to be seen in this season.

Top, £110, sizes 6-16, French Connection  
Jeans, £28, sizes 6-22, Next  
Sunglasses, £24.99, Mango  
Earrings, £25, Zara Taylor ([Zarataylor.co.uk](http://Zarataylor.co.uk))  
Bag, £35, Topshop  
Ring, £48, Ottoman Hands ([Ottomanhands.com](http://Ottomanhands.com))  
Shoes, £24, Next







## HAZY DAYS

---

Try a structured cocoon coat for a modern take on '70s print, perfect for daytime.

Coat, £69.99, sizes xs-l, Zara  
Earrings, £4.99, New Look  
Sunglasses, £8, Dorothy Perkins









## MODERN ROMANCE

Recreate signature Ossie Clark prints with soft, feminine pieces and floaty fabrics. Timeless!

Dress, £55, sizes 4-16, Topshop  
Jacket, £29.99, sizes s-l, Mango  
Earrings, £10, and bracelets, £15, Wallis  
Ring, £46, Ottoman Hands  
(Ottomanhands.com)  
Belt, £19.50, M&S  
Bag, £34, Next





### THE DREAM DRESS

We've found your ultimate summer dress. Toughen up a dip hem and flirty print with tan accessories.

Dress, £90, sizes 8-18, Preen Edition  
at Debenhams

Hat, £32, Topshop

Earrings, £12.50, part of set,  
and necklace, £16, Wallis

Belt, £8, Accessorize

Bracelet, £15, Accessorize

Three-gemstone ring, £26,

Nate & Etan at QVC (Qvcuk.com)

Single-stone ring, £8, Accessorize

Shoes, £79, Dune





## WORLD TRAVELLER

Give black chiffon an edge with Aztec trimmings and a chunky cardigan. Reflective sunnies are the must-have accessory.

Dress, £69, sizes 8-22,  
Black.Betty Jackson at Debenhams  
Jacket, £69.99, sizes xs-xl, Zara  
Sunglasses, £12, necklace, £15, and  
bangles, £8 for set of 3, Accessorize  
Earrings, £4.99, New Look  
Bracelet, £110, Azuni (Azuni.co.uk)  
Bag, £38, Next





### FRINGE BENEFITS

Swap your biker jacket for suede and slip into the key '70s staple, tan fringing.

Dress, £69.99, sizes xs-l, Mango  
Jacket, £149, sizes 8-16, Very.co.uk  
Earrings, £12, Accessorize  
Necklace, £17.99, New Look  
Ring, £30, Zara Taylor  
(Zarataylor.co.uk)  
Cuff, £110, Azuni (Azuni.co.uk)  
Belt, £39.95, Joules (Joules.com)  
Bag, £35, Topshop  
Shoes, £24, Next



**1 H&M**  
The Swedish chain lost us for a while in the grown-up fashion stakes, but it's better than ever now. With hotly anticipated designer collaborations and on-trend wardrobe staples, its street cred is back! Head to the Conscious Collection and Woman sections for new trends, updated classics and sustainable fashion at purse-friendly prices.

£34.99



£79.99, sizes 6-18



£129, sizes xs-xl



£49.99, sizes 6-18

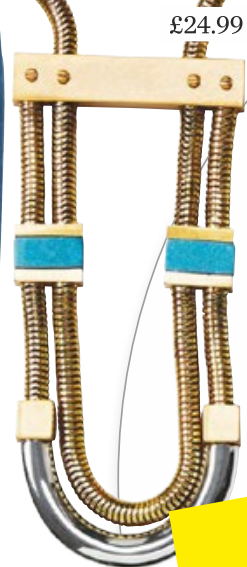
# HOT

## places to shop

*Two must-see new stores to add to your style shopping list – and two to revisit*



£59.95, sizes 6-18



£24.99



£7.99



£6.99



£59.99



£39.99, sizes xs-xl

£59.99, sizes 8-20



2

### FINERY

The newest kid on the style block, Finery is an online store full of grown-up fashion created by ex-Topshop designers and a former Asos buying director. From illustrated silk dresses to the perfect T-shirt, it's what your wardrobe's been waiting for.

£129, sizes 6-16

From illustrated silk dresses to the perfect T-shirt, it's what your wardrobe's been waiting for.

£15, sizes 6-18

£45, sizes 6-16

£115

£89, sizes 6-16

£49, sizes 6-22

£59, sizes 6-22

£79, sizes 6-16

£119

£26, 22-32 waist

### BODEN

Online and mail-order brand Boden is back on our radar with their summer collection of casual basics, statement shoes and retro prints. If colour and pattern are your thing, this Brit label is perfect. Try mixing contrasting prints – Breton stripes and florals are ideal.

£29

£139, sizes 6-22

£119

£65

4

### & OTHER STORIES

The latest addition to the H&M family, & Other Stories is renowned for clean lines and directional styling, and we can vouch for the quality. The accessories and beauty are as sought after as the clothing – the best pieces sell out, so be quick!

£45, sizes xs-l

£65, sizes xs-l

£95





With thanks to  
Luna Belle,  
who is a kitten  
not a heel

# HELLO





*Clockwise, from top*  
Bright orange, £65, Dune  
Monochrome, £58, Topshop  
Purple and navy, £115, Boden  
Pink and orange, £65, Miss KG  
Silver, £150, Whistles  
Pink and black, £56, Topshop  
Baby blue, £29.99, Zara



Words and styling: *Sharna Newton*  
Photography: *Pixeleyes*

*Get a little lift with this season's most stylish shoes.  
They're purr-fect for work and play!*

# KITTY





*With summer just around the corner, Wallis has your new-season wardrobe covered. From stunning kaftans to cool camis and bold jumpsuits, there's something for everyone this season at Wallis*

# 20% off at Wallis

*As an amazing offer for Woman Fashion readers, we're giving you 20% off in store and online with this voucher*



## 20% off HOW TO CLAIM YOUR DISCOUNT

Take this voucher into a participating Wallis store or enter WFASHION15 at the online checkout at **wallis.co.uk** by **31 May 2015**.

### Terms & conditions

- 1) This voucher entitles you to receive 20% off full priced merchandise purchased in one transaction at participating branches of Wallis and at wallis.co.uk.
- 2) Present this voucher at the till or use the code WFASHION15 when at the online checkout at wallis.co.uk. Delivery charges are not included.
- 3) Valid until **31 May 2015 inclusive**.
- 4) This voucher can only be used by the recipient and is not transferable. Only one voucher accepted per transaction.
- 5) Voucher must be handed in upon redemption and cannot be used in conjunction with any other offer or promotion or exchanged for cash.

- 6) Voucher cannot be used for the purchase of gift cards, gift vouchers or for paying store card accounts. Normal refund policy applies.
- 7) Wallis reserves the right to withdraw this offer at any time. Forged or photocopied vouchers will not be accepted.
- 8) Collect from store service may incur a charge. Please see wallis.co.uk for details.
- 9) Promoter: Wallis Retail Ltd, Registered no. 4250825. Registered office: Colegrave House, 70 Berners Street, London W1T 3NL.
- 10) Use host till code or barcode in Bhs. **Wallis till code 45.**

wallis  
**FASHION**  
woman



We love these statement earrings.  
£12, River Island

Add a touch of boho glam.  
£19.99, Zara

Fab fringing. £18,  
George at Asda

Go casual in a flattering jumpsuit.  
£20, sizes 8-20, George at Asda

Colour blocking is here to stay.  
£29.99, sizes s-l, Zara

Look stylish in denim.  
£28, sizes 6-22, Dorothy Perkins

THE NEW  
WAY TO WEAR DENIM

Bold florals are perfect for spring.  
£12.99, sizes 8-20, H&M

Slip on a simple gemstone bangle.  
£16, Monsoon

Team a classic shirt with  
a bright pencil skirt.  
£28, sizes 6-18, Warehouse

Throw on and go.  
£20, sizes 8-20, Matalan

A-line is the skirt shape of the  
season. £30, sizes 4-16, Topshop

Great with jeans.  
£12, Primark

Colour-pop shades will always  
be cool. £16, Topshop

WORDS: MEGHANN THORP

# Cheap but oh so chic!

UNDER £30

*From cool cover-ups to  
statement heels, here's how  
to look great on a budget!*



# AVYAGE

*Ignore flash-in-the-pan fashion fads! Denim is the trend that never dates*

Fashion Editor: Paula Moore Photographer: Euan Danks



The simple tailoring of a duster coat offsets rugged boyfriend jeans with ease.

Coat, £70, sizes 4-16, Topshop  
Shirt, £49.95, sizes 6-18, Massimo Dutti  
Jeans, £29.99, sizes 6-14, Zara  
Shoes, £18, Next





Raw hems give denim a new lease of life this season and yes, ankle swingers are back!

Jacket, £95, sizes 4-16, Whistles  
Jeans, £40, 24-32 waist, Asos  
Sandals, £55, Aldo  
Earrings, £9.99, H Samuel



Don't dread the L-word. Layering is easy when you team a sleeveless coat with a T-shirt.

Sleeveless coat, £150, sizes xs-l, Miss Sixty  
Top, £39.95, sizes xxs-xxl, Gap  
Skirt, £130, sizes 4-16, Whistles  
Shoes, £65, Kurt Geiger



With a bit of cowgirl chic for good measure, double denim has never looked so good.

Shirt, £95, sizes xs-l, Lee at Selfridges  
Skirt, £49.95, sizes 8-20, Seasalt Cornwall  
Boots, £70, Aldo  
Earrings, £9.99, H Samuel





MICHAEL KORS S/S15

Look celeb-worthy in seconds with a pair of cats-eye sunnies.



£24.99, Mango



£10, River Island



£4.90, Forever 21



£7.99, New Look



£12, Asos



£22, Quay (Sunglasses-shop.co.uk)



£35, Asos

## THE ETHNIC NECKLACE

The statement necklace is still going strong – swap last season's sparkles for ethnic jewels.

£20, Aldo



£27, La Redoute

£20, Topshop

# FINISHING TOUCHES

All the accessories you need to nail the new season...

## HOLD ONTO YOUR HATS!

Your summer wardrobe isn't complete without a head-turning hat. Opt for sophisticated styles in straw, topped with a wrap-around ribbon.



£19, Accessorize

£15, M&S

£8, Matalan

## WONDER WAISTCOATS

### THE GAME-CHANGER

Slip on a chic and sharp waistcoat to transform any dress or jeans (while covering your bottom, too).



£45, sizes 4-16, Topshop

£45, sizes 8-16, Oasis

£42, sizes 4-16, Topshop

£49, sizes 12-26, Marisota

FLIRTY FELINE EYES



## GO SKATING

These make looking chic on the school run a doddle.



£19.99, H&M



£10, Matalan



£20, Topshop

## GET TO THE POINT

Fancy enough for evening, comfy enough to walk in!



£39, Faith



£25, Asos



£18, Dorothy Perkins

## POSH ESPADRILLES

Your go-to beach shoes just got seriously lust-worthy.



£15, Matalan



£45, Topshop



£59, Steve Madden

## SWISH INTO SPRING

The only bag to hold this season is one that's trailing tassels! Invest in fun fringing for a carefree finish to your look.



£38, Topshop



£49, Accessorize



£32, Butterfly by Matthew Williamson at Debenhams

£39.99, Zara



ETROS/S15

## SKINNY SCARVES

Need an instant outfit update? The skinny scarf is for you! Tie around your neck and go.

SAINT LAURENT S/S15



£20, Accessorize



£12, Bhs

£99, Jaeger (Jaeger.co.uk)



DECODING THE SCIENCE  
EXTRAORDINARY NATURAL LOOKING COLOUR  
NO ONE WILL EVER GUESS.

9.0

IVORY

NATURAL LIGHT  
BEIGE BLONDE  
Lara Stone

OUR 1<sup>ST</sup> MICRO-OIL HAIR COLOUR  
**PRODIGY**

- REPRODUCES ALL THE SUBTLETIES OF **NATURAL HAIR COLOUR**, FULL OF HIGHS AND LOWS.
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**BECAUSE YOU'RE WORTH IT.**

NEW



Don't forget to be colour safe  
[becoloursafe.com](http://becoloursafe.com)

DISCOVER AND TRY ALL 14 EXTRAORDINARY SHADES AT  
[LOREAL-PARIS.CO.UK/PRODIGY](http://LOREAL-PARIS.CO.UK/PRODIGY)

**L'ORÉAL**  
PARIS



# BEAUTY

## notebook

### 1 EVERYDAY EYES

Prime eyes, then blend soft beige and brown over your eyelid, taking it right into your socket line for a soft finish that will make your eyes shine.

MAC Veluxe Pearlfusion Shadow in Amberlux, £30

YSL Couture Eye Primer, £23.50

### 2 PERFECT POUT

For on-trend pink lips, layer on your lipstick, then add a glossy sheen on top.

Barry M Gelly High Shine Lips in 5, £4.99

Cargo Cosmetics Lipstick in Tribeca, £13

### 3 CLEVER HIGHLIGHTING

Dab shimmering, lighter shades on the top of your cheekbones to accentuate them, then use a matte taupe shade underneath to give extra lift.

Estée Lauder Enlighten Even Effect Skintone Corrector, £34

Autograph Pure Luxe Multi-Highlighter in Pearl, £12.50

Nars Dual-Intensity Blush in Adoration, £30

## 3 steps TO GLOW

This season, make-up is all about getting a natural, healthy radiance. Here's how to achieve the look when you don't have an entourage of make-up artists on call (that's all of us then!), and our pick of the best bits you need...







# POWER PASTELS

*Pack a punch with pastels this season. Celebrity make-up artist Daniel Sandler shows us how...*

Words and styling: Jess Henley Photographer: Billie Scheepers

## Open up with orange

**LIPS:** For pretty springtime lips, the key is to work a pastel orange stain. Press a highly pigmented lipstick into your lips with your finger to get a sheer-but-strong finish.

**TOP TIP:** If you have dry lips, buff them with an exfoliator, then apply your lip balm. Blot any excess, then press on your colour.

**EYES:** Take a soft grey eye pencil and draw it only on the outer half of your upper lash line. To keep it modern, finish with a sharp square end at the outer corner of your eye, and add lashings of mascara.

**TOP TIP:** If you want to make the look stronger, use a charcoal-grey eyeliner but avoid black as it's too harsh. ➔





## Gravitate to green

**EYES:** For this look, the focus is all under the lower lashes. Take a soft pastel green kohl pencil and draw it along the inner rim of your eye, then take it under the lower lash line and smudge it with your finger. To give it staying power, find a powder eyeshadow in a matching colour and dust it over the top. Keep the rest of your make-up neutral – use earthy tones on your cheeks and lips. Curl your lashes and add a thin coat of black mascara.

**TOP TIP:** Use a silicone-based primer under your eyes before you start so the colour doesn't collect in any fine lines.



## Nonchalant with nude

**SKIN:** For the no-make-up look, a natural glow is essential. Buff a sheer liquid foundation mixed with an illuminator into your skin. On eyes, blend a colour that's one shade darker than your skintone onto lids, add a soft matte brown shadow into the sockets, then lightly cover with dusky pink for a defined look. Contour under your cheeks with a nude matte blush, working it upwards. Apply brown mascara to make eyes pop, then finish with a neutral lip colour.

**NAILS:** Choose two shades of pink – one darker, one lighter. Cut out a tiny slice of masking tape and stick it across your nails then paint the darker shade above the tape and the lighter shade underneath it. Once the colours have dried, take the tape off to reveal a clear line across your nail, giving you this season's on-trend 'negative nail' effect. Finish with a layer of top coat.





## Dabble with dusty rose

**EYES:** Nail a sophisticated look by pairing a light wash of purple on the eyes with a gentle stained lip. Smooth a matte mauve powder shadow all over your eyelid, then use a highlighter under your brows to give a 3D effect. Next, take a bright pink powder and apply a fine layer to give your eyes a pretty freshness. Slick on a coat of black mascara, then go over the top with a mauve one for a subtle flick of colour. Opt for a neutral blush and sweep it up your cheeks.

**LIPS:** Use a matte stain or press in a long-lasting lipstick for a light wash of colour. This will keep your look modern and interesting.



OPEN UP WITH ORANGE



**TRY BRIGHT NAILS** with Max Factor Glossfinity Nail Polish in Cute Coral, £5.99



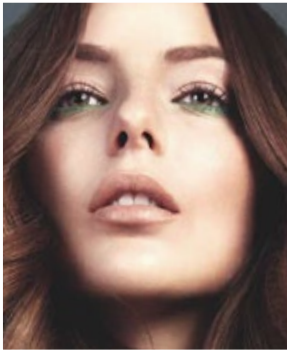
**PAT ON COLOUR** with Elizabeth Arden Beautiful Color Moisturizing Lipstick in Mandarin, £21

**DEFINE EYES** with Elizabeth Arden Beautiful Color Precision Glide Eye Liner, £17



**FOR GREAT LASHES** use Laura Mercier Full Blown Lash Building Mascara, £19.50

GRAVITATE TO GREEN



**MAKE COLOUR LAST** with Kiko Cool Touch Eyeshadow in Experimental Green, £8.90

**PENCIL IN** Collection Field Day Eye Shadow Pencil in Summer Meadow, £3.19



**KEEP BLUSH NEUTRAL** with Daniel Sandler Watercolour Fluid Blusher in Truth, £15.50



# GET THE LOOK

*Here are the beauty buys you need to create our perfect pastel looks*

NONCHALANT WITH NUDE



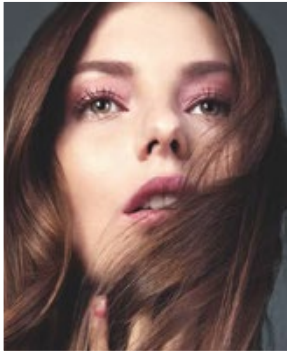
**EMPHASISE EYES** with Clinique Wear Everywhere Eyeshadow Octet in Nudes, £32

**FOR GLOWING SKIN** use Me Me Beat The Blues Illuminator And Highlighter in Oyster Gold, £5.95

**FOR PINK NAILS** opt for Nails Inc Nailkale Nail Polish in St Johns Wood Gardens and Marylebone High Street, £14 each



DABBLE WITH DUSTY ROSE



**FOR THE PERFECT STAINED LIP** try Pür Minerals Pout Pen Lip Stain & Hydrating Balm in Sangria, £14

**FRESHEN EYES** with Daniel Sandler Shimmer Shadow in Serene, £9.95

**GET SUBTLE COLOUR** with YSL Volume Effet Faux Cils Luxurious Mascara in Violet, £23



MAKE-UP: DANIEL SANDLER; HAIR: CHARLEY McEWEN USING BUMBLE AND BUMBLE; NAILS: CHISATO YAMAMOTO; MODEL: MICHAELA AT WILHELMINA



CHARLES WORTHINGTON  
LONDON

SAY GOODBYE TO GREYS & REAPPEARING ROOTS

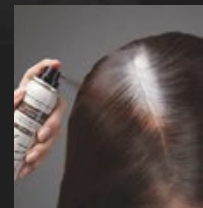


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- ✓ TEMPORARY COLOUR SPRAY

NEW WARM BROWN SHADE

9/10 WOMEN SAID THEY COULD DELAY THEIR  
NEXT COLOURING APPOINTMENT\*\*



\*EPOS DATA, 12 WEEKS TO OCT 2014, UK RETAIL (BRAND) VALUE SALES  
\*\*280 WOMEN QUESTIONED IN A ONE WEEK HOME USER TRIAL

f t i @CWHairLondon



Exclusively at Boots



let's feel good

Subject to availability. Available at larger Boots stores.



# Britain's Top 10 NAIL POLISHS

*Forget lipstick, nail polish is now  
our favourite beauty buy*

*Words and styling: Stephanie Maylor*

In 2014, Brits spent £284 million on nail varnish, outstripping lipstick as our top beauty obsession. So if you're buying one of the 1 million bottles sold each week, make sure it's the right shade. . . . Take your classic red. This season sees a more tailored approach, so go for a colour that enhances your own skin tone. Cool complexions can get away with darker hues of scarlet, while warm skins pop in tomato and flame. →

From top: Estée Lauder Pure Color Nail Lacquer in Le Smoking, £14.50; YSL La Laque Couture in Rouge Pop Art, £19; Michael Kors Nail Lacquer in Sensation, £15.50

MICHAEL KORS  
EST 1981





SHRIMPS/S/15



ASHISH/S/15



SHRIMPS S/S/15

## WHAT A GEM

**On the runway:** Ashish loaded on rainbow rhinestones and glitter, while Shrimps opted for pretty, pearl-encrusted nails.

**Get the look:** Paint nails with Maybelline Color Show Nail Polish in Watery Waste, £2.99. Using Elegant Touch Brush On Nail Glue, £3.10, add a few pearls (try [Beadandbuttoncompany.co.uk](http://Beadandbuttoncompany.co.uk)) to the base of the nail. Seal with top coat to finish.

# NAIL ART FOR GROWN-UPS

*We're adopting a 'why not!' attitude to nail art. Here's how to do it on the chic...*



GILES/S/15

## HARD LINES

**On the runway:** Giles paired block shades of sea green and jet black to create a striking, graphic look.

**Get the look:** Apply Rimmel Salon Pro Nail Polish by Kate in Nymph, £4.49, across the whole nail. Take Jessica Custom Nail Colour in Velvet & Pearls, £10.50, three quarters of the way down the nail, and add a second coat to really highlight the contrast.



PRABAL GURUNG S/S/15

## BLANK OUT

**On the runway:** A minimal approach to nails prevailed at Prabal Gurung as part of the nail was left natural.

**Get the look:** Start with a clear base coat and wait for it to dry fully. Using an eyeliner brush, draw tiny strokes of Sally Hansen Complete Salon Manicure in King Of Shadows, £6.99, from the side to the centre of the nail.



PRABAL GURUNG S/S/15

PHOTOS: FULL STOP PHOTOGRAPHY, SALLY HANSEN FOR PRABAL GURUNG, MAYBELLINE FOR SHRIMPS, GETTY, CAMERA PRESS



## '90s Metallics

OPI Nail Lacquer in This Colour's  
Making Waves, £11.95

Morgan Taylor Professional Nail Lacquer in  
Best Ball Gown Ever, £10.99 (Sallyexpress.com)

Models Own Nail Polish in  
Chrome Mauve, £4.99

Clinique A Different Nail  
Enamel in Indie Rock, £12

Essie Nail Colour in Over  
The Edge, £7.99

Barry M Nail Paint in 319  
Foil Effects, £3.99

Mavala Nail Color Pearl in  
Peacock Green, £4.75

Deborah Lippmann Nail Polish  
in Dear Mr Fantasy, £18

Revlon Parfumerie Scented Nail  
Enamel in Wintermint, £6.49

## '80s Neons

On the catwalk, nails championed '80s brights or '90s metallics. Which talon tribe will you join?

Burberry Nail Polish in Bright  
Coral Red, £15

Bourjois 1 Seconde Gel Nail  
Enamel in Melon, £5.99

Nars Nail Polish in Schiap, £15

Ciaté Paint Pot in Big Yellow Taxi, £9

Sally Hansen Miracle  
Gel in Pretty Piggy, £9.99

Only Fingers + Toes Nail  
Lacquer in Bittersweet, £16  
(Harveynichols.com)

Rimmel London 60 Second Nail  
Polish in Sweet Retreat, £2.99

Nailberry Lacquer in  
Cherry Cherie, £13.50



# ANTI

*Meet the powerful youth-enhancing buys that will have*

Words: Sarah Macrae Styling: Jess Henley Photographer: Dennis Pedersen

## Hop into spring

Letting go of cosy layers after a long winter is always a daunting prospect. We've all been hibernating in front of the telly and forgotten how spring can bring freakily hot days that see us baring legs and arms before we feel anywhere near ready. Sound familiar? Well, we can't promise you Jennifer Aniston arms overnight, but we've rounded up eight high-tech buys to help you get one step closer. Slather on for an instant boost. ➔





# AGEING *you feeling like a new woman from top to toe...* REBORN





# ADD THESE TO YOUR BATHROOM CABINET



## The face saver

**Paula's Choice Clinical 1% Retinol Treatment, £51.50**  
(Paulaschoice.co.uk)

**THE MAGIC:** Retinol tells skin cells to behave younger. 'It fights wrinkles, improves radiance and softens pigmentation', says dermatologist Dr Stefanie Williams. Combined with peptides, licorice and vitamin C as it is here, it treats everything from enlarged pores to wrinkles.

**THE MUST-KNOW:** To begin, use a pea-sized amount 2-3 times a week at night only.



## In the neck

**Prevage Anti-Aging Neck And Décolleté Firm And Repair Cream, £85**

**THE MAGIC:** Your neck is one of the first areas to show signs of ageing – and peering down at smartphones only adds to 'tech neck' wrinkles. This cream boasts the antioxidant idebenone, collagen-boosting lupin seed and plumping hyaluronic acid.

**THE MUST-KNOW:** It's pricey, but a little goes a long way. Eke it out by only applying it at night when skin goes into repair mode.



## Off your chest

**Clarins Bust Beauty Extra-Lift Gel, £43**

**THE MAGIC:** If you've noticed everything heading south, you're clearly not getting your quota of superfruit vu sua, which helps firm your skin. Luckily, this gel is packed with it, alongside tightening and moisturising extracts that help to strengthen the skin across your bust.

**THE MUST-KNOW:** Worried about chest wrinkles? Don't sleep on your side, sleep on your back instead to ward them off!



## Arm yourself

**Rodial Superfit Arm Sculpt, £50**

**THE MAGIC:** Whether it's those pesky permanent bumps – keratosis pilaris as they're known – or bingo wings that are your biggest bugbear when it comes to your arms, this gel-cream hybrid tackles both. Fruit acids eat up dead skin cells, retexturising and reducing the risk of 'chicken-skin' arms, while tighteners firm sagging skin.

**THE MUST-KNOW:** For best results, apply twice a day and do some arm-toning exercises, too.



## Hands up

**Hand Chemistry Intense Youth Complex, from £7.99**

**THE MAGIC:** Fed up with age spots or crinkly skin on your hands? Try this. Proven to be more effective at boosting your hand's collagen levels than collagen injections, it has a mushroom extract that's 400 times more moisturising than hyaluronic acid.

**THE MUST-KNOW:** Use sun cream on the backs of your hands on top of this to avoid more pigmentation marks.



## Tummy tuck

**Filorga Detox Body Treatment, £30**

**THE MAGIC:** Circulation slows with age, which is why you sometimes feel bloated around your tummy and thighs. In this mousse, you'll find sophora japonica extract and purifying enzymes to tackle toxins.

**THE MUST-KNOW:** It takes about 14 days to show results. If you have a big event planned, apply this morning and night in the lead-up.



## Good legs

**Phytomer Beautiful Legs Blemish Eraser Cream, £40.75**

**THE MAGIC:** Half of us over the age of 40 have thread veins. This cream uses pro-collagen marine peptides to stop blood vessels expanding, so they're less obvious.

**THE MUST-KNOW:** The secret to lovely legs is layering. 'Use a serum, gel or oil. Once a week, massage in a rich treatment cream to improve the circulation', says Geraldine Howard, founder of Aromatherapy Associates.



## Feet first

**This Works Perfect Heels Rescue Balm, £16**

**THE MAGIC:** Get your feet pedi-perfect with this ultra-rich balm, which uses lanolin and certified organic cotton thistle to lock in moisture. The balm also promotes cell renewal, restoring cracked heels to their former glory.

**THE MUST-KNOW:** If your heels need major TLC, try Footner Exfoliating Socks, £19.99, which use acids to slough off dead skin.



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I KNOW  
I CAN TRUST.”

Katie Holmes

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**WORLD’S No. 1**  
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\*Based on mass market facial moisturiser and cleanser value sales for past 12 months ending June 2014.



  
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#### PLATINUM BEAUTIES

Left: Tilda Swinton, 54, is the muse for the new Nars make-up campaign; Right: At 69, Helen Mirren is the latest L'Oréal 'Because I'm worth it' star



# Reading between THE LINES

*Sophisticated women like Helen Mirren, Twiggy and Tilda Swinton are fronting ad campaigns and refusing to be invisible says Jane Druker*

**H**ave you noticed how something has shifted in the world of beauty? Look around and you'll notice women in the public eye we admire are not only older, but looking better with the years and making bold choices. Quite frankly, being grown up today has never seemed more interesting, liberating or exhilaratingly sexy!

#### OVER 50s ARE KICKASS

A woman celebrating her 50th birthday now is part of one of the most economically powerful,

culturally significant and desirable generations that has ever existed. A staggering 22 million people in the UK are aged 50 and over. Add in the fact that the global skincare market is worth around £72 billion a year and predicted to hit £101 billion by 2021, and that's a lot of anti-ageing creams! The 50-plus market is suddenly looking very attractive indeed.

#### WE'RE DEFINITELY WORTH IT

The beauty industry is finally advertising to the 50-plus customer in a way that is actually relevant – rather than reducing



ageing to a problem that needs fixing. In her latest L'Oréal advert, 69-year-old Helen Mirren answers, 'More than ever' to the famous 'Because we're worth it' catchphrase. She says that the 'perfect age is now – I just want to look like me'. That's not weirdly Botoxed or propped up with a facelift, but being confident in her own skin.

Make-up supremo Bobbi Brown, who's 57, agrees, 'To be in your 50s today is different to years ago, it used to be considered old and now it's barely middle aged'. Instead of thinking of age as an embarrassment, we're feeling empowered by our experience. After all, we're talking about generation 'why not?' – the women born in the '60s who expect to have it all. We don't look, feel or act like our parents did at our age and have no intention of fading into the background. As Bobbi puts it, 'Ageing should be seen as a process through which a woman can gain more vitality, strength, wisdom, and a new sense of her beauty'.

## THE NEW CONFIDENCE

When it comes down to it, beauty is about confidence, and you learn to play up the qualities that make you unique as you get older. And, after years of shopping, experimenting and asking friends for recommendations, we know what works for us. 'I've noticed women have become so much more knowledgeable about products', says Bobbi. 'When they go to a make-up counter they have a higher degree of

## FABULOUS 40-SOMETHING

Actress Naomi Watts, 46, is the face of L'Oréal Revitalift Filler

confidence about what they want. As a result, the beauty industry has become more about options and less about rules. We've moved away from the idea there is only one definition of beauty – instead we should all strive for our personal definition'.

## PRO-AGEING NOT ANTI-AGEING

So, we're richer and more discerning than ever, but we still have changing needs. How has the beauty industry responded? By creating new formulas that work on making skin look better, healthier, plumper and more radiant as opposed to simply 'younger', marking a refreshing pro-ageing movement.

As Bobbi says, 'There is something incredibly beautiful about a woman with lines on her face – we get them when we show emotion, laugh and express ourselves. They're proof we've actually lived life'. Hear, hear!



### CLASSIC MODEL

In January, our cover star Twiggy, 65, won a contract for L'Oréal Professionnel Majirel High Lift

## BOBBI BROWN'S OVER 50s TIPS



### SKINCARE

'Skincare is the most important step to looking fresher, with or without make-up. When skin isn't well moisturised, it looks dull, tired and older than it really is. Choose a lightweight moisturising lotion for everyday use, and opt for a richer, hydrating cream with ingredients like glycerin or shea butter when your skin feels drier. Even oily skin benefits from moisturiser, so go for an oil-free formula that hydrates while it helps control overactive oil production. Then, pamper your skin overnight with a rich, restorative cream.'

### FOUNDATION AND CONCEALER

'If you didn't before, you'll want to be sure to apply a good concealer and

foundation every day. Use blush to give your face the added glow that no longer comes naturally. I'd also suggest investing in a good eyeliner and mascara to make your eyes stand out and possibly take the attention away from any areas that you might want to hide.'

### MAKE-UP

'Also, one of my biggest tips is to embrace creamy make-up. It glides on skin and gives it a fresh, dewy look. Choose moisturising foundations, cream blushes and creamy lipsticks or glosses. Stay away from overly matte make-up formulas as they will look dry and cakey on the skin.'

### COLOUR

'What you will notice as you get older is that everything starts to fade – your hair colour, skin tone, eyebrows – and the solution is simply to add colour but don't go overboard. Make it subtle so you are not totally covering yourself up.'



#### LASH OUT

Eyelashes can become sparser with age, but volumising mascaras can weigh down fine lashes. Try a lengthening mascara instead. Clarins Be Long Mascara, £21, also helps to stimulate lash growth with strengthening peptides.

#### JUST BROWSING

Getting older and years of plucking can thin out brows, so it follows that a full shape and well-defined arch will rewind the clock. Fill in sparse areas with Bobbi Brown Brow Kit, £35, a fine powder that delivers a softer finish than traditional pencils. Go a shade lighter than your hair for a natural result.

# Rewind YOUR MAKE-UP AGE

#### LIGHTEN UP

Highlighter is the Botox of the make-up world. A dot or two blended across your browbone, temples, top of the cheekbones and Cupid's bow will lift, add dimension and create the illusion of plumpness. Nars Illuminator in Copacabana, £23, creates a light-catching gleam.

*Give your make-up a  
shake-up and look  
years younger*

#### PRIME TIME

We've long championed face primer, but it's worth using an eye base, too. Urban Decay Eyeshadow Primer Potion Anti-Aging, £18, prevents the creasing that emphasises fine lines and gives eyeshadow staying power.



### PLUMP YOUR POUT

Turn back time on thinning lips with Shiseido Veiled Rouge Lipstick in Pomegranate 405, £19.50. The creamy, rose-tinted colour gives the impression of fullness. Avoid dark, matte lipstick, which will shrink your pout.

### CURL POWER

Spend two minutes each morning curling your lashes for an instant eye lift. Hold down the Shu Uemura Eyelash Curler, £20, for a few seconds at the base of your lashes and repeat, working to the ends.

### BLUSH HOUR

A pretty pink cream blush is a shortcut to youthful skin in seconds. Maybelline Dream Touch Blush in Berry, £6.49, adds a convincing dewiness that powder formulas lack. Apply it high on the apples of your cheeks and blend upwards towards your hairline to lift your face.

### ACE YOUR BASE

Heavy, matte coverage will add years to your face. A BB cream is your best bet for younger-looking skin. L'Occitane Precious BB Cream, £32, mimics the radiance of 20-something complexions. Apply with Real Techniques Triangle Foundation Brush, £22, for a flawless finish.

### DRAW THE LINE

Lining the eyes – top and bottom – opens them up. Brown eyeliner is less jarring than black, but offers the same youthful definition. Draw Sleek Eau La La Liner in Cocoa, £4.99, along lashes so the upper and lower lines meet at the outer corner of your eye.

### LIFT THE LID

For eye make-up, a soft, pearlescent finish is just right. Stick to warm shades of champagne, rose and peach. YSL Couture Palette in Saharienne, £39.50, is the ultimate compact, but L'Oréal Paris Color Riche Mono Eyeshadows in Golden Nude, Little Beige Dress and Quartz Fume, £5.49 each, are an excellent purse-friendly option.



# THE BEST THICK CUT

## 1 PICK YOUR PARTING

'You can wear thick hair most ways,' says hair guru Charles Worthington. 'Just avoid going for really deep, side-swept styles as these can make your hair look bulky.'

## 2 LAYERS HELP LIGHTEN

Fuller hair can look and feel weighty, so break it up with layers. 'Long ones like Julia's help to remove some thickness,' says Charles. They'll kill any danger of triangular-shaped hair, too.

## 3 KEEP IT IN GOOD NICK

Thicker hair has a tendency to get a bit wild, so use a leave-in conditioner like Tresemme Platinum Strength Leave In Conditioner, £5.69, to help smooth strands.

JULIA ROBERTS, 47

## DON'T THIN YOUR ROOTS

If you thin your hair at the roots, it can cause shorter bits to stick out and look pouffy, so only get the weight taken out through your mid-lengths and ends.

# thick

*Whether it's full or flat, we're going to teach you to love your hair*

## 3 THICK HAIR HEROES



L'Oréal Professionnel Mythic Oil Masque, £14.99, uses avocado and argan oils to eliminate frizz and flyaways, leaving locks silky smooth.



Thick hair needs extra nourishment, so use a moisturising, sulphate-free shampoo such as Windle & Moodie Nourishing Treatment Shampoo, from £16.50.



The argan, jojoba and almond oils in Wella SP Luxe Light Oil Spray, £13.50, tame unruly, voluminous hair without weighing it down.



## EMBRACE YOUR REGROWTH

If you don't have time to dye your roots every four weeks – rejoice! A little regrowth actually helps to add depth, stopping your roots from looking flat, as Gwyneth proves here.

GYWNETH PALTROW, 42

## THE BEST THIN CUT

### 1 ONE-LENGTH CUTS SUIT YOU

Stay away from lots of layers. 'A cut that's all one length with blunt ends looks thicker,' says Charles. If you must have them, focus on feathering the front only.

### 2 TRY A SHORTER STYLE

Fine hair tends to go wispy at the ends so, unless you have a glam squad on-hand like Gwyneth, avoid super-long locks. A jaw- or collarbone-grazing cut with lots of texture works well.

### 3 COLOUR ADDS DEPTH

'All-over, block colour doesn't work on thin hair,' says colour pro Daniel Galvin. 'Contrasting tones of high and lowlights add depth and volume.'

# Thin

*(because the grass isn't always greener!) with our bumper six-page special...*

## 3 THIN HAIR HEROES

Pick prep over finishing products to avoid weighing down fine hair. We love Charles Worthington Volume & Bounce Thick & Full 3D Boosting Crème, £6.99.

Swell Advanced Volumizing Shampoo, £23 (marksandspencer.com) is designed to revive limp hair without drying out brittle ends.

Get long-lasting bounce with John Frieda Luxurious Volume 7 Day In-Shower Treatment, £9.99, which increases thickness for a whole week.



# THICK HAIR



## JENNIFER LAWRENCE, 24

Add soft waves like Jennifer to stop bobs looking bulky. Take random sections and wrap around the Remington Silk Waving Wand, £34.99.



## JENNIFER LOPEZ, 45

Ombre ends stop thick hair looking bottom-heavy. Soft DIY balayage gives the illusion of movement. Try L'Oréal Paris Préférence Wild Ombrés Kit, £749.



# TRICKS

*Take a tip from these celebrities*



## KATIE HOLMES, 36

Spritz on Toni & Guy Casual Matt Texture Dry Shampoo, £749, pull hair into a ponytail, then twist into a rope-style topknot – it looks gorgeous on thick hair.



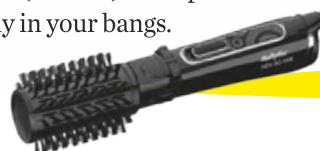
## AMANDA HOLDEN, 44

Use a couple of pumps of a smoothing styling cream like Rush Command & Control Ultimate Blow-Dry Lotion, £6, on damp, freshly washed hair and blow-dry straight with a paddle brush to achieve Amanda's sleek style.



## NAOMI CAMPBELL, 44

It's never flattering to have a poker-straight fringe that sticks to your head! Use BaByliss Big Hair Spinning Brush, £44.99, to keep the body in your bangs.





## KARLIE KLOSS, 22

The quickest boost for fine hair is to blast it with volumising dry shampoo – try COLAB Extreme Volume Dry Shampoo in Tokyo, £4.49 – and switch the side of your parting. If you want it to look sexier, pull one side behind your shoulder, too.



# THIN HAIR

## CAMERON DIAZ, 42

A half-up style makes hair look thicker. Use Kent Backcombing Brush, £8.99, to create volume at the crown before smoothing over the top layer of hair, then pull back a section from each side.



## EMMA WATSON, 25

Apply Dove Advanced Hair Series Oxygen Moisture Root Lift Spray, £6.99, on damp hair before drying upside down. Side-part hair and pin into a bun to keep some fullness on show.



# TO STEAL

*with gorgeous tresses of every texture...*



## MICHELLE WILLIAMS, 34

To boost volume, blow-dry your hair the opposite way to where it naturally parts. Once dry, flip it over and blast with cool air. Fix with Aussie Dual Personality Volume + Gloss Hairspray, £3.99.



## EMMA STONE, 26

For retro curls, use Bumble and Bumble Bb. All-Style Blow Dry, £23, that offers heat protection before you dry your hair. Then, use a curling tong with a clamp to create 'S' bends. Pin them up to set and cool, fixing with hairspray.







REESE WITHERSPOON, 39

For soft waves like Reese's, apply a few drops of oil through the ends of your hair (when it's clean and damp) and plait loosely, then allow to air-dry.

KRISTEN STEWART, 25

Play about with different finishes, keeping one side smooth while also rocking a voluminous and textured deep side parting.



FELICITY JONES, 31

For a classic look that shows off your marvellous mane, make like Felicity and wear your hair poker straight with a sweeping fringe.



EMMA THOMPSON, 56

A styling gel or paste will help you add some piecey definition to shorter styles, cutting through some of the bulk of thick hair.



DOUTZEN KROES, 30

This pony is perfection! Part your hair precisely and pull back your strands tightly into a ponytail, curling the ends.



BEYONCE, 33

Use wide rollers to create big-bodied curls like Beyoncé's or it will look too big. However, only curl from your cheek level downwards.

## IN THE THICK OF IT

Still stuck for inspiration? Check out how these A-listers rock their va-va-voom volume!

BLAKE LIVELY, 27

Blessed with lots of hair like Blake? Follow her lead for lovely, tumbling, carefree locks – casually drape them over one shoulder and you're all set.



SOFIA COPPOLA, 43

Sofia shows how soft highlights really help to break up any bulkiness. Her choppy ends are also a good way of lightening the load!



# A FINE LINE

These stars can teach you a thing or two about injecting body into thin hair...



## KEIRA KNIGHTLEY, 30

Got a glam evening planned? Copy Keira's old-school Hollywood waves – they'll soon take your locks from limp to luscious!



## ROSAMUND PIKE, 36

Opt for multi-tonal colour – ask your colourist to put a selection of shades throughout your hair, which will give the illusion of thickness.




## ROSE BYRNE, 35

Blunt bobs like Rose's are a great way of boosting fine hair. Having a cut that's all or mostly one length will make your hair look nice and thick.




## EMMA WILLIS, 39

Shorter styles really flatter fine hair. Try to avoid too many layers as they will make hair appear thinner. Fewer layers mean thicker-looking locks!



## JANUARY JONES, 37

January knows that artfully dishevelled strands are the key to faking fuller hair. The more texture the better, so don't scrimp on the sea-salt spray!



## JULIANNE MOORE, 54

If you part your hair in the centre, use a volumising powder or dry shampoo to add lift to your roots so that your hair doesn't fall flat.



## JENNIFER ANISTON, 46

Wrapping your ponytail once around a large curling tong is a great trick. The subtle bend will instantly make your hair look thicker.





# Pimp up YOUR PERFUME

*The hot trend in perfume is to become a 'scent-ologist' and create your own unique fragrance. We'll have that shaken not stirred...*

Words and styling: Jess Henley Photographer: Dennis Pedersen

standing out seems to be getting harder and harder these days, especially in a world where everyone seems to have the same things. And with smell being one of our most emotive senses, what better way to make your mark than have a scent that is particular to you. 'It's about suiting your own unique style and personality,' says perfume wizard Azzi Glasser, who counts Johnny Depp and Helena Bonham Carter among her famous clients.

OK, so we might not be able to afford to have Azzi make us a bespoke fragrance at £10,000 a pop, but there are many single-note fragrances out there. With the right know-how, you can blend the smells you like and concoct your own perfume cocktail. ➔







## Buying perfumes

Ever noticed how you and your best friend can be wearing the same fragrance and yet it smells totally different? That's because the ingredients react with your own biological scent to create something unique. Yes, that £100 Dior investment might not be such a good idea until you've tried it out in person to see just how well it works on you.

On top of this, a scent changes drastically from when it's fresh out of a bottle to a few hours after you've spritzed it on, so if you're on the hunt for a new aroma, or if you're going to mix a few single notes yourself, begin by following our top three tips:

1 Always shop for perfume on your own. Fragrance is so subjective that you don't want to be influenced by someone else's opinion.

2 Spray it on, then leave it for a few hours before you buy anything. The smell will change drastically and you might be surprised at the end

result. You don't want to buy something you loved initially, but two hours later reminds you of that awful maths teacher you had in sixth form.

3 Your nose can get tired! To refresh and neutralise your sense of smell, sniff the inside of your elbow.

## Becoming your own scent-ologist

Before you start to mix and match perfumes, a little understanding of how scents are constructed will enhance your skills.

In basic terms, perfumes are made in 'pyramids'. At the upper tip you have the top notes. These are the light, fresh scents you smell initially. If you are buying single-note perfumes, these would be citrus notes and, given their nature of being light and airy, they don't hang around for too long. 'The problem with single-note perfumes is they don't have the depth of a blended

fragrance so they don't linger', explains Azzi.

Moving down, you have the middle notes which are the heart of the fragrance – these would be your floral scents, so something like a rose or jasmine perfume. Then, at the bottom are the base notes, the woody, sensual scents which are the lingering smells that come through at the end, stay on your skin and leave a seductive trail behind you.

Perfume company The Library Of Fragrance is a great place to start mixing scents ([TheLibraryOfFragrance.com](http://TheLibraryOfFragrance.com)) as they have a wide range of single-note fragrances at just £15 each, so it won't break the bank if you don't immediately love your concoction.

## Mix it up

Now you know how a perfume is typically composed, you can make your very own scent by mixing single-note perfumes consisting of top, middle and base notes.

'Being a scent-ologist is often about trial and error', says Rachel Shelowitz from





beauty brand Philosophy. Just as when you're experimenting with cocktails, you might end up with something you can't stomach!

Rachel's top tip? 'Spray your perfumes into their cap, then move them left to right under your nose to get an idea of what they'll smell like together.'

Alternatively, you could spritz a mix of scents on to a tissue and tuck it into the collar of your shirt to get used to it before spraying it on your skin.

## Where to start

### IF YOU LIKE...

**CLASSIC FLORALS:** Choose a rose perfume then mix it with something a little heavier like amber or musk to keep it modern.

**CITRUS SCENTS:** Blend lemon or grapefruit with a creamy note like vanilla or cedarwood.

**FRUITY FLORAL:** For a fresh feel, add fruity scents like peach and pear to jasmine or rose.

**ORIENTAL SCENTS:** Combine a floral note with a spicy scent like vetiver or black pepper.

## Give these a try

Inspired by our perfume cocktail lesson? Experiment with these single-note scents...

- \* Van Cleef & Arpels Collection  
Extraordinaire Rose Velours, from £69
- \* Terry de Gunzburg Rose Infernale EDP, £127
- \* Elie Saab Essence No2: Gardenia, £160
- \* Cartier Baiser Volé Lys Rose EDT, from £60
- \* Annick Goutal Le Chèvrefeuille EDT, £71
- \* Elie Saab Essence No4: Oud, £160
- \* Terry de Gunzburg Rouge  
Nocturne EDP, £127
- \* Cartier Baiser Volé EDP, from £49
- \* Van Cleef & Arpels Collection  
Extraordinaire Gardénia Pétale, from £69
- \* Annick Goutal La Violette EDT, £71
- \* The Library Of Fragrance  
Vetiver Cologne Spray, £15
- \* Prada Amber EDP, from £45
- \* Jo Malone Grapefruit Cologne, from £40
- \* The Library Of Fragrance Honeysuckle  
Cologne Spray, £15

‘WITH THE  
RIGHT  
KNOW-HOW  
YOU CAN  
**BLEND**  
YOUR OWN  
**PERFUME**  
COCKTAIL’



PHOTO: FULL STOP PHOTOGRAPHY





# WHICH '70S ICON ARE YOU?

The '70s are on trend again! Channel your favourite star of the era with these...

## DIANE KEATON

The actress pioneered the androgynous look in *Annie Hall*, with masculine silhouettes.



## FARRAH FAWCETT

Pay tribute to our favourite Charlie's Angel with her wardrobe staple, the kick-flare jean.



## KATE BUSH

Go boho like the *Wuthering Heights* singer with a printed maxi and fringing.



COMPILED BY BECKY JOINER-ORRIODAN.  
PHOTOS: BENJAMIN NORTON, PHOTOSHOT, RETNA, REX





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